

welcome The staff at Serbin Communications would like to extend a warm welcome to each of our advertisers. We value your business and pride ourselves on the best customer service in the industry. We will strive to assist you in every way we can in order to make your advertising experience with the Directory of Illustration a successful one.

artwork deadline PRIORITY PLACEMENT DEADLINE: APRIL 5, 2012
REGULAR PLACEMENT DEADLINE: MAY 3, 2012
Ad placement in the book is determined, to a large extent, by the timeliness of advertiser in submitting artwork.
We encourage you to submit artwork between April 5th and May 3rd.

late submissions Artwork that arrives late (after May 3rd) will be subject to an art extension fee (\$50 for up to one week; plus \$10 for each additional day over one week). All artwork must be in our office by May 17th at the latest.

digital artwork specifications We recommend that you submit a high-resolution digital file and proof to meet our specifications, in which case there should be no additional production charges. We include pre-flight review of your file to make sure it is ready for press. Please review the digital file specifications on page 2 before you begin to prepare your ad.

Page templates in Quark, InDesign, Illustrator and Photoshop are available for download at:
<http://www.directoryofillustration.com/AdvertisingInfo/templates.html>

traditional artwork If you need to create a traditional mechanical, please contact us right away for an artboard package.
Traditional artwork specifications and a list of potential production charges are on page 3.

what to submit **1. Artwork** – Digital file, proof and supporting material to meet the specifications on page 2.
OR Traditional mechanical and supporting material to meet the specifications on page 3.
 2. Order Form. We cannot process your page or list you in our index without this form.

your contact information Please include your contact information in your page layout (The Directory does not use a standard layout or typeset your information).

page numbers help buyers find you We would appreciate it if you would design the bottom 1/2" of your ad to have a white background so we can add a page number to the page.
The appearance of a page number on your ad will make it easier for art buyers to find you.

page design Page design service is available for \$275/page or \$450/spread.

press proofs In the summer of 2012 we will send you a PRESS PROOF that most accurately reflects how your ad will print on our presses.
All proofs must be returned within two days of receipt via overnight service.

reprints Each advertiser will receive 500 book stock reprints at no additional charge (or you may opt for No Reprints and help save the planet).

contact us If you have questions, call us toll free at (800) 876-6425 or e-mail us:

Barbara Kuhn, Production Manager, ext. 223
barbara@serbin.com

artwork and form upload site <http://serbinproduction.com/di>

where to send artwork Serbin Communications, Inc.
Attn: DI29 Production
813 Reddick Street
Santa Barbara, CA 93103

805-963-0439

document page size 8 1/2" x 11" All bleed edges must extend by 1/8" (.125") outside page trim. We recommend all critical elements be kept 3/8" from the trim line (live area); book trimming can sometimes shift as much as 1/8" in either direction.

artwork submission options Option 1: Digital page layout with all high resolution imagery in position. Film can be output directly from this file.
Option 2: Digital page layout with low resolution imagery in position to be replaced with high resolution scans.
Option 3: Traditional mechanical page layout with high resolution imagery to be placed as per position prints on artboard.

templates Templates are provided for the following programs: InDesign, Illustrator, Photoshop and Quark.
Download at: <http://www.directoryofillustration.com/AdvertisingInfo/templates.html>

image specifications When having your images scanned, please give these specifications to your service bureau: All halftone imagery must be 350 dpi CMYK composite scans, placed at 100% in your layout (we print at 175 line screen w/ average ink limit: 300%). Line art should be scanned at 1200 dpi (ie: type and logos). Desktop scans are highly discouraged and DCS files are not acceptable.

profiles Please submit your file using your program's normal default settings.
 (e.g. Photoshop 8.0 = U.S. Prepress Default: U.S. Web Coated SWOPv2, Dot Gain 20%)

fonts Both the screen and printer fonts (for all type used within your page) must be included on your disk. We do not accept TrueType, Windows, or Printer-embedded fonts. Do not use "Type Style" menu options in Quark or InDesign (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying. Do not create font suitcases with multiple font families; (e.g. do not collect fonts using your layout program). Be sure to include any fonts used in Illustrator eps files.

- file preparation check list**
- All files must be 4-color process (CMYK).
Do not submit RGB files; this will result in additional charges and we cannot guarantee color conversion.
 - Spot colors are not acceptable; they will be converted to 4-color process (we cannot guarantee color conversion).
 - TIFF and EPS Files are preferred
Do not save with LZW compression or JPEG encoding.
 - We do not accept JPEG, DCS or PDF files.**
 - We recommend black backgrounds be specified as "rich black": 100% K, 40% C.
 - Quark image boxes must have white backgrounds.
 - Modified images must be updated.
 - Artwork** -Submit digital elements and all fonts (both screen and printer) used in the preparation of your page to us on a CD, along with transparencies or other artwork to be replaced with high resolution scans.
 - Order Form**
 - Photoshop/image manipulation will only be accepted on high-res files. *Do not create drop shadows, clipping paths, vignettes or reverse type on low-res FPO images.*
 - Images must be flattened in Photoshop and Illustrator.
 - Do not embed graphics.** All graphics should be placed with links into your document.
 - 4-color process (CMYK) hairlines and type less than 8 pts. should be avoided; we cannot guarantee trapping or registration on press.
 - Keep all layouts and linked files, (i.e. images and logos) in the same folder on your submitted disk. *Do not create separate image/art folders, as your files may not re-link properly, and additional production charges may result to update any missing or modified images.*

press proofs In the summer of 2012 we will send you a PRESS PROOF that most accurately reflects how your ad will print on our presses. If you are not satisfied with your press proof, your file may require adjustment/color correction. You will be billed (\$175/page - \$250/spread) if we have to re-run film from a new file at this stage. Please Note: Our production schedule does not include time for you to see a second press proof after adjustments are made.

production charges Minimum charge for production work after artwork submission. \$125
If you are submitting a combination of digital and traditional elements, other production charges may apply (see p. 3).

advertiser responsibility By submitting a digital file, you assume responsibility for the pre-press preparation of your ad.

traditional mechanical specifications

ARTBOARDS: If you are creating a traditional mechanical, please contact us for a traditional artboard package.

PAGE TRIM SIZE: 8 1/2" x 11" All bleed edges must extend by 1/8" (.125") outside page trim.

LIVE AREA: We recommend all critical elements be kept 3/8" from the trim line (live area); book trimming can sometimes shift as much as 1/8" in either direction.

POSITION PRINTS: Artboards must have position prints pasted down for each image. Camera stats, good quality color copies, or low-res computer printouts are all acceptable formats for position prints. Position prints must be sized, cropped and positioned exactly as they are to appear on the final. Tracings/sketches are not acceptable.

TRANSPARENCIES: Any size/format for transparencies is acceptable for scanning. 4x5 or 8x10 are recommended for best reproduction quality. Please submit high quality duplicate transparencies or slides.

TYPESETTING: Advertisers must typeset their pages. For best quality, provide type output at 1200 dpi. Use medium weight or heavier type when specifying process color type or reverse type.

REVERSE TYPE: For best quality, provide type in positive form. Our printer will shoot the reverse.

HOLDING LINES: If lines print around images, you must provide camera-ready artwork for the boxes (at 1200 dpi). Any typesetter or service bureau can create boxes for you. For proper trapping of images, rules should be at least 1 pt. thick.

SILHOUETTES/VIGNETTES: Any image that is not cropped with 4 right angles or all clean/straight edges is considered a silhouette/vignette. Please be aware that even a white (or clear) background on your transparency will still pick up some tone/dot when scanned. To ensure a "paper white" background, you will need to request a silhouette (hard edge) or vignette (soft/faded edge) at \$75 per image.

PROCESS COLORS: Advertiser must provide a color "swatch" for any color callouts. Swatches will be matched as closely as possible with 4/color process inks.

ORIGINAL ARTWORK: Please call us for specifications before sending original artwork. There is a maximum size limit of 16.5" x 11.5" and we must obtain an Original Artwork Release form prior to or with receipt of your materials.

production charges for traditional mechanicals

Additional separations (5 included)	each \$115
Silhouetting or vignetting	per image \$75
Image insetting	per image \$45
Black background with reverse type.	per page \$75
Reverse type	per page \$75
Process color background	per page \$75
Bleed 4-color background separation	per page \$75
Color tints (1 per page free)	per tint \$75
Position stats	each \$20
Minimum charge for production work after artwork submission.	\$125

press proof alteration charges

Minimum author change charge after press proof	\$100
New separation after press proof	each \$175
Re-run film from disk after press proof.	\$175/page \$250/spread